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**NEBRASKA-MIZZOU
LIBRARY SCIENCE
STUDENT NEWS**

NEMO NEWS

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STUDENTS TO REGISTER USING MIZZOU ONLINE

2011 marks the 100th anniversary of distance education at the University of Missouri. It also marks the strategic merger of the two offices that coordinate distance education both fully online and hybrid programs for Mizzou's schools and colleges.

MU Direct: Continuing and Distance Education and the Center for Distance and Independent Study have combined to form Mizzou Online. The integration of operations and processes will continue throughout the upcoming academic year.

There has been some confusion about how to register for Missouri courses now that MU Direct has migrated to MU Online. Students can still register through the myZou enrollment feature,

but Lynne Pye, Sr. Continuing Education Coordinator at MU Online/MU Direct recommends using Mizzou Online.

"MyZou (the regular university system) doesn't provide many descriptors to help people get in the correct sections, particularly Library Science students," Pye said. "Every semester we get students who accidentally enrolled in campus courses and they get assessed out of state fees. So I think students should continue enroll through MU Direct/MU Online. We will process enrollments as we get them. If students want to enroll through myZou, that is fine too, they just need to be careful to get into the correct section of the course."

ANDREW SHERMAN SELECTED FOR EMERGING LEADERS PROGRAM

Last month Andrew Sherman, University of Missouri library science graduate student and IT Coordinator at Sump Memorial Library in Papillion, Nebraska, was selected to participate in a national leadership program. He was accepted to the American Library Association (ALA) Emerging Leaders Program, a leadership development program for members who are new to the library profession. Seventy-five participants are selected to participate in networking and professional service based on diversity, positive references, and the quality of their personal statements.

Sherman has had an impressive 25-year career as an information technology professional for banks, fortune 500 companies, and even the local Budweiser distributor. He was looking for something new when he found an IT Coordinator position at the Sump Memorial Library. "I really enjoy being part of the library community," Sherman said. "I'm impressed with how often libraries are the first movers on a lot of technology."

After joining ALA late last fall, Sherman decided to step up his involvement in the library community and applied to the ALA Emerging Leaders Program. The program is often a stepping stone to leadership roles on other ALA committees, and he hopes that this will help him stay engaged with the library community and make contacts on a national level.

Sherman had this advice for students interested in getting involved in professional organizations: "Once you make a decision to participate in something, go all out. Do everything you can to



Andrew Sherman was selected to participate in the ALA Emerging Leaders Program.

add value to what you're part of. You can't sit and wait for good things to happen, you have to act and make them happen. Here is my e-mail signature quote by Leonardo da Vinci: 'Knowing is not enough; we must apply. Being willing is not enough; we must do.'"

Students can find more information about the ALA Emerging Leaders Program on the [ALA website](#).

IMPORTANT DATES & REMINDERS

Registration

Registration for Summer and Fall 2012 classes begins **March 5**. Consult your Plan of Study and course schedules.

Classes fill quickly on a first-come, first-served basis

Be ready to register on your assigned date and time! Visit http://mudirect.missouri.edu/_catalog/index.asp to complete your registration.

Graduation Ceremony – University of Missouri Hearnes Center Friday, December 17, 2011 6:30 PM

If you are graduating in Fall 2011 and planning to attend the ceremony in Columbia, you need to be making your travel arrangements immediately as hotels are filling NOW!

If there aren't rooms available in Columbia, there are also hotels in Boonville, Jefferson City, and Moberly.

Personal Branding: How to Discover and Create Your Brand

Shawbel, D. (2009). *Mashable business*. Retrieved from <http://mashable.com/2009/02/05/personal-branding-101/>

In the past few years personal branding has been discussed exhaustively throughout the Net. The difference between today and over ten years ago when it was first mentioned by Tom Peters, is the rise of social technologies that have made branding not only more personal, but within reach.

From the corporate brand, to the product brand and down to the personal brand, branding is a critical component to a customer's purchasing decision. These days, customer complaints and opinions are online and viewable through a simple search, on either Google or through social networks. There is no hiding anymore and transparency and authenticity are the only means to survive and thrive in this new digital kingdom.

We can also have just as much presence as most startups and mid-size companies and products. Social media tools have leveled the playing ground and have enabled us to reach incredible heights, at the cost of our time. Today, I want to share the personal branding process, so you can start to think about what face you want to show to the world and how you want to position yourself for success!

Discover your brand

The single biggest mistake people make is that they either brand themselves just for the sake of doing it or that they fail to invest time in learning about what's in their best interests. The key to success, and this isn't revolutionary, is to be compensated based on your passion. In order to find your passion, you need a lot of time to think, some luck and you need to do some research online to figure out what's out there. Brand discovery is about figuring out what you want to do for the rest of your life, setting goals, writing down a mission, vision and personal brand statement, as well as creating a development plan. Have you ever been called intelligent or humorous by your peers or coworkers? That description is part of your brand, especially if you feel those attributed pertain to you. To know if you've discovered your brand, you need to make this equation equal:

Your self-impression = How people perceive you.

Before you enter the next step in the personal branding process, you'll want to select a niche, whereby you can be the master of your domain. When I say domain, I mean an area where there aren't many competitors and literally, your online domain name. Once you sort this all out, now it's time to create your brand.

Create your brand

Now that you know what you want to do and have claimed a niche, at least in your mind, it's time to get it on paper and online. The sum of all the marketing material you should develop for your brand is called a **Personal Branding Toolkit**. This kit consists of the following elements that you can use to highlight your brand and allow people to easily view what you're about:

1. Business card: It doesn't matter if you're a college student, CEO, or a consultant, everyone should have their own business card. The card should contain your picture, your personal brand statement (such as Boston Financial Expert), as well as your *preferred* contact information and corporate logo if necessary.

2. Resume/cover letter/references document: These are typical documents that you need for applying for jobs and when you go on interviews. Be sure to prioritize each document with information custom to the target position. Take your resume online and add social features to it to make the ultimate social media resume, promoting your personal brand to the world and making it shareable.

3. Portfolio: Whether you use a CD, web or print portfolio, it's a great way to showcase the work you've done in the past, which can convince someone of your ability to accomplish the same results for the future. Figdig.com and carbonmade.com are social networks for people who want to show off their creative skills to the world.

4. Blog/website: You need to own yourname.com or a website that aligns with your name in some fashion. Depending on who you are, how much time you have on your hands and if you can accept criticism, you should either start a blog or stick with a static homepage. Those who blog will have a stronger asset than those who don't because blogs rank higher in search engines and lend more to your expertise and interest areas over time.

5. LinkedIn profile: A LinkedIn profile is a combination of a resume, cover letter, references document and a moving and living database of your network. Use it to create your own personal advertising, to search for jobs or meet new people.

6. Facebook profile: Over 160 million people have profiles, but almost none of them have branded themselves properly using this medium. Be sure to include a Facebook picture of just you, without any obscene gestures or unnecessary vodka bottles. Also, input your work experience and fill out your profile, while turning on the privacy options that disable the ability for people to tag you in pictures and videos (allowing people to see the ones tagged of you).

7. Twitter profile: Your Twitter profile should have an avatar that is carved out of your Facebook picture and used in your LinkedIn profile. You need to use a distinct background, fill out your profile and include a link to either your blog or LinkedIn profile. Twitterbacks.com has templates you can use to sculpt your very own Twitter background (Photoshop skills not included). Twitterbacks.com is another solution that also lets you promote your Twitter profile.

Continued on page 3

LINKS TO STUDENT RESOURCES

Graduate Office

University of Missouri
Graduate Offices

Academic Calendar

Registration dates, class
dates, and holidays

Graduate Record

Exam

GRE requirements, tips,
and practice tests

Transcript Request Procedures

University of Missouri
transcript procedures

MU Online

Continuing and distance
education support
(formerly MU Direct)

Course Schedule

University of Missouri
course schedule search
page

PROFESSIONAL INVOLVEMENT: NEW MEMBERS ROUND TABLE, NLA

By Sarah Haack, NMRT Chair

Greetings Library Students! My name is Sarah Haack and I recently graduated with my MLS from the Missouri program. I am currently serving as the Chair of the New Members Round Table (NMRT) of the Nebraska Library Association (NLA). I'd like to tell you a little bit about the organization and why YOU should be a member.

The Nebraska Library Association exists to support and advocate for libraries of all types and sizes across the state of Nebraska. The NLA's mission is "[...]to advocate for our members, enrich their professional lives, advance the lifelong learning of all Nebraskans, and promote all library interests in Nebraska."

NLA is made up of different sections and round tables. Members from these smaller groups serve on the NLA Board. If you join NLA, you will have the opportunity to become involved in any of the areas you choose. Section choices include: College & University, Paraprofessional, Public Library & Trustee, Special & Institutional, and the School, Children's and Young People's Section (SCYP). Round Tables include: the New Members Round Table (NMRT), Information Technology and Access Round Table (ITART), Technical Services Round Table (TSRT) and the Young Adult Round Table (YART). A basic student membership to NLA starts at only \$17.

As a new member to NLA, you receive your membership in the New Members Round Table free the first year. You can continue to be involved in NMRT in following years for only \$5 in dues. NMRT is a great round table to be involved in as a student member. Requirements

to join NMRT are being a member of NLA for less than ten years, being a professional new to Nebraska libraries for less than ten years, or having graduated with a graduate degree in Library Science within the last ten years.

NMRT offers students and new professionals a way to get involved in NLA as a whole, as well as fantastic networking opportunities with current professionals. You will meet students and professionals alike from all different types of libraries. You can attend NMRT meetings to see what it is like to serve on a round table. You will have the opportunity to serve as the NMRT representative on NLA committees and help advocate for Nebraska's libraries. NMRT has offered job shadowing opportunities to students in the past. NMRT has a blog so you can stay updated with meeting minutes and announcements, and it has an area where you can submit your own questions about the library profession anonymously and have them answered by a professional. Additionally, NMRT hosts a Spring Meeting event each year. NMRT also gives students the chance to present their work during a poster session at NLA's Annual Conference each October. Our other sessions this year included a speed networking session, resume review session, and a "Life After the MLS" panel. There are many ways to get involved.

I hope you will consider becoming an engaged member of NLA and NMRT! If you have any questions, please visit the NMRT blog at <http://nebraskalibraries.org/NMRT/> or e-mail us at nmrt.officers@nebraskalibraries.gov.

'PERSONAL BRANDING' *continued from page 2*

8. Video resume: A video resume is a short video of you talking about why you are the best for a specific job opportunity. You get about a minute or so to communicate your brand and are able to send the link, once you upload it to YouTube, to hiring managers.

9. Wardrobe: Your personal style is tangible and is extremely important for standing out from the crowd. Select clothing that best represents you because it will be viewable through your pictures/avatars online, as well as when you meet people in reality.

10. Email address: Don't overlook your email address as not being a significant part of your toolkit. Most people use email over all social networks and when you connect with someone on a social network, you are notified via email, so get used to it. Your email address poses a great opportunity for your brand. I recommend using gmail because of the acceptance of

Google and since GTalk allows you to form tighter relationships with others. For your address, use "firstname.lastname@gmail.com."

What's next?

After you spend the time on these parts of your personal branding toolkit, it's time to showcase it to the world, especially your target audience. Don't be fooled by the myth that if you build it, they will come. Unless you're the luckiest person on earth, you'll have to actually communicate everything you've created to others.

In the next post, I will discuss how you can take the personal branding toolkit you've developed and communicate it to your audience. I'll give you tips on how to market your personal brand to become known in your niche. Then, I'll finish by explaining how you should monitor and update your brand over your lifetime.

UPCOMING NLC WEBINARS

All webinars can be found on the Nebraska Library Commission (NLC) [website](#).

How Emotional Intelligence Drives Effective Leadership 11/30/2011 11:00 - Noon

This webcast gives you a comprehensive overview of how emotional intelligence drives effective leadership. It explains, in a concise way, the brain-basis of leading yourself and others. Distinct leadership styles will be discussed, along with their effects on the climate of a business. You will learn how to develop and implement emotional intelligence competencies in yourself and others, and how to manage emotions for optimal performance.

NCompass Live: Brave New World, Job Hunting in the 21st Century 12/14/11 10:00-11:00 a.m.

Learn about the importance of effectively using LinkedIn and Twitter to connect and make job contacts, set up alerts, volunteer for projects, and other activities that just a few years ago were not part of this process. Job hunting has changed, and if you haven't changed with it, you and your library customers are likely to miss opportunities.

STUDENT SPOTLIGHT: Brian Maass

What is your education/library/professional background?

I have a bachelor's degree in journalism from UNL, but I never worked as a journalist. I spent 15 years as a telecommunications engineer with AT&T Wireless and a couple equipment vendors.

I had always been interested in being a librarian, so in 2008, I joined the Nebraska Library Association and attended the annual conference to find out more about the realities of the profession. Then in 2009, I got a position at Bellevue University Library at the circulation desk and left telecom behind. And finally, in 2010, I applied to Missouri and started in this program.

What is on your reading list? What are your favorites/your recommended/you want to read lists?

The Value of Nothing: How to Reshape Market Society and *Redefine Democracy* by Raj Patel and *The Good Book* by Peter Gomez.

Does "reading list" apply to all media? If so, I will include:

"This American Life" (podcast) – Some of the best short stories available today. You never know what they will include each week from news to creative non-fiction, to fiction and essays. They can make almost anything interesting. Start with the [listener favorites](#).

TED Talks (streaming video) – They cover so many great topics that are applicable to our profession, including (but not limited to) their [Words About Words](#) selections.

What professional journal or article have you read and would recommend? Why?

I read the magazines and journals that come with my membership in various library associations – *American Libraries* from ALA, *Information Outlook* from SLA, *College and Research Libraries* from ACRL. I browse a lot of librarian blogs, but I really make sure to read these two:

[Hack Library School](#) "By, For and About Library School Students"

[Annoyed Librarian](#) (for some harsh reality)

I also participate in the discussions on the Nebraska Librarians Learning Together group on Facebook.

Name one of your personal or professional qualities that make you, or will make you, a leader in 21st century library and information centers.

I think I have always seen a big picture view of the world – how things interact with each other and what are all the possibilities. I have been quick to ask why things are done a certain way and suggest new ideas. My background in technology is definitely an asset. I will continue to explore how we can incorporate the best processes and ideas from outside of the profession.

What idea / experience / topic / speaker in your library science education journey has impacted your practice or thinking?

The Special Libraries class is one of the best things I have done. It was eye-opening in so many ways. We discovered libraries we would have never guessed existed.

Seeing the history and art of the State Library (and

the secret doors) illustrated librarianship as a public service worth protecting. Restraining from touching ancient coins, books, and glass plate negatives opened discussions on digital preservation. The claustrophobia of a prison library shed light on providing as much access as possible in every situation (The only books they wouldn't carry were ones on methods of escape.) And the one constant, if there was one, was how these libraries do so much with such small budgets (and getting smaller).

What advice do you have for your fellow graduate students?

I never pass up a chance to interact in person with peers and mentors, especially with our program based so much on distance education. If your professor has an optional lab session, be there. Go to conferences and workshops. You never know what kind of "ah-ha" moments you will have when you are face-to-face with other students and librarians.

What deep dark secret would you like to share?

When we have class assignments to explore and experiment with scholarly journal databases, I always use "Pasco" as a search term. "John Budd" works too. I guess I would qualify as a professor stalker.

Any Last Words?

"What refuge is there for the victim who is possessed with the feeling that there are a thousand new books he ought to read, while life is only long enough for him to read a hundred?" – Oliver Wendell Holmes Sr.

NLA/NEMA Conference Highlights

The 2011 Annual NLA/NEMA Conference was held at the Cornhusker Hotel in Lincoln, Nebraska October 5-7. NLA and NEMA are two statewide library groups that advocate for library programs and provide lifelong learning for Nebraska library professionals.

The conference featured key-note speeches by Jamie LaRue of Douglas County Libraries and Cassandra Barnett of Fayetteville High School Library as well as conference sessions on topics like "Programs in a Box," "Twitter and Google Docs," "Digital Humanities," "Craftable Library," "Wordless and Otherwise Wonderful Graphic Novels," and many more.

Students from the UNO and Mizzou library science programs and other prospective students who attended the conference stopped by the library science booths in the exhibitors' area to register for drawings and visit with professors.

2011 ANNUAL NLA/NEMA CONFERENCE



Left: Heidi Clarke of Lincoln Public Schools registers to win an iPod at the UNO Library Science booth. Above: University of Missouri Alum Jacob Rundle accepts the Houchin Bindery Beginning Professional award at the NMRT business meeting during the NLA/NEMA conference. Bottom left: Bridget Kratt, Dr. Rebecca Pasco, and Wendy Grojean of the UNO Department of Education pose in the UNO Library Science booth. Bottom right: Library Science instructor Bridget Kratt chats with Pam Gannon in the exhibits area of the conference.



CONGRATULATIONS TO OUR MIZZOU COLLEAGUES

Nainsi Houston is now a reference and instruction librarian at Heidelberg University.

Kendall Beck has been promoted to Clerk II at the Saddlebrook Branch of the Omaha Public Library and is also the Circulation and Children's Library Aide at the Gretna Public Library.

Autumn Hill has been promoted to Senior Clerk at the South Branch of the Omaha Public Library.

Naomi Soloman is now a Library Aide at the Benson Branch of the Omaha Public Library.

Meghan Klein-Hewett has been promoted to Senior Clerk at the W. Dale Clark Branch of the Omaha Public Library.

If you have been promoted or changed jobs recently, please let us know! E-mail Karen Pietsch at nemogradassistant@gmail.com.

SCHOLARSHIP OPPORTUNITIES

There is funding available for students pursuing library studies. Please take advantage of these opportunities. These scholarships are waiting to be snapped up by deserving students like you. Please make the decision to apply. Your educational journey is worthwhile, but it's not free. Let NLC, NLA, and NEMA help!

For **Nebraska Educational Media Association Scholarships**, visit:

<http://www.schoollibrariesrock.org/scholarships.html>

For **Nebraska Library Commission Scholarships**, visit:

<http://nlc1.nlc.state.ne.us/NowHiring/Scholarships.asp>

Nebraska Library Association Scholarships

The NLA website is currently under construction, please contact NLA Scholarship chair Robin Bernstein at robin.bernstien@bellevue.edu for more information.

DON'T FORGET MIZZOU!

As Missouri students you are eligible to fill out the Missouri Application for Graduate Scholarships. By submitting a completed Application for Graduate Scholarships, you will be considered for over 100 scholarships available through the University of Missouri College of Education.

The 2011-2012 application will be available to download on November 1, 2010, and completed applications are due March 1, 2011. This is a great opportunity to fund your education, so don't miss out!

For more information and to download the application form, visit:

http://education.missouri.edu/academics/financial_aid/scholarships-graduate.php

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EMPLOYMENT OPPORTUNITIES

It's important for all of our students to keep up with the current library job postings. You never know when your "perfect" job might come along. We regularly send out an email with the current postings. Please read these! Even if you're not looking for a job, you may see something that you want to pass on to a classmate or colleague. In addition to reading these emails, take the initiative to check the website periodically. We only send out Nebraska postings, but you can view regional postings by accessing the website.

Visit: <http://nlc1.nlc.state.ne.us/NowHiring/JobsAndCareers.asp> and check out who is looking to hire in Nebraska and in other states as well. Directions: Once you access this link, select "view by location", pick your state and then hit "GO". This site provides access to postings in Colorado, Iowa, Kansas, Missouri, Nebraska, South Dakota and Wyoming.